

Abstract

A method of detail follow up

A method of detail follow-up comprising the following steps:

- (a) a panel of clients is pre-recruited to report on details,
- (b) upon completion of a detail a panel client contacts a central reporting service,
- (c) the central reporting service instructs the client on pre-determined criteria either to fill out an already provided questionnaire or to do nothing,
- (d) the central reporting service conducts a telephone interview within a pre-determined time period with a selected number of the reporting clients, and
- (e) within a pre-determined period of time the central reporting service compiles a report with the relevant sales data.